

Workshop 1: Social Marketing Campaigns: Challenges in Implementation and Evaluation

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Mass Media Campaign to Promote Syphilis and HIV Testing in Pregnant Women (Puerto Rico, March--September 2000)

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The rationale behind this campaign was:

- To develop a culturally sensitive and appropriate mass media campaign that addresses the issue of preventing perinatal transmission of HIV and congenital syphilis through the promotion of testing for syphilis and HIV among pregnant women
- To create awareness among pregnant women about the importance of being tested.
- Women are unaware or in denial about their own risk of getting infected and, more important, about the risk to which they expose their yet to be born child.
- Not all providers are offering HIV testing to their pregnant patients or fail to communicate effectively the importance of being tested.
- Pregnant women who did not consent to be tested perceived that their providers thought it was not important.
- Every woman with a positive result for any of these tests is informed about treatment options that reduce the possibilities of transmitting the disease to their babies. *This ensures access to appropriate prevention interventions to reduce the risk of perinatal HIV transmission and congenital syphilis.*
- There are still groups of women and infants who do not benefit from antiretroviral therapy.
- This campaign represents another strategy that supplements the ones currently being used to reduce perinatal transmission of HIV.

One goal of the Puerto Rico Department of Health is to reduce the rate of perinatally acquired HIV infection and congenital syphilis in Puerto Rico by the year 2003. Strategies that have been used to reduce perinatal transmission include:

- Official, written, public policy guidelines were developed to promote voluntary HIV testing among pregnant women.
- Resources were made available to help providers comply with the guidelines.
- Educational materials were developed and supplied to providers and clients.
- Training for health and non-health care professionals was offered.
- Mass media campaign was designed, joining experts in marketing and communications with DOH staff.
- Site visits were scheduled to all health care regions in Puerto Rico.

The objectives of the mass media campaign were: a) to create awareness of services, treatment

guidelines and prevention strategies; and b) to educate pregnant women about their right to ask their medical care providers to make available to them the syphilis and HIV tests during their prenatal care.

The Department of Health's Pediatric AIDS Program worked with its programs for the prevention of HIV and other STD and with a marketing company to come up with an action plan for the campaign. During the period March--September 2000, five radio stations carried 728 re-transmissions of the prevention message. Four local television channels aired 344 messages in prime time. There were an estimated 303 repetitions of these messages on cable television. Thirteen ads ran in five local newspapers and 2,500 posters were distributed. The posters contained one of two messages:

- "Igual de Absurdo" ("The Same Nonsense")
- "Tu diagnóstico" ("Your Diagnosis").

Finally, 60 movie theaters carried the "Igual de Absurdo" and "Tu diagnóstico" messages. This insured island-wide coverage.

To enhance the impact of the campaign, prevention messages were culturally sensitive and appropriate to the audience. In addition, posters were placed in settings highly frequented by pregnant women (health clinics, medical offices, hospitals, etc.).

Evaluation

Focus group methodology was utilized to determine the appropriateness of the HIV and syphilis perinatal prevention media campaign. Sixteen focus groups (8 groups of female adolescents 18 years of age or younger and 8 groups of female adults 19 or older) were convened. Convenience sampling (non-random) methodology was used to determine the composition of each group. A moderator explained the purpose of the focus group to participants. Demographic information on the participants was obtained via a questionnaire. Perceptions, opinions, and knowledge of the participants was also assessed by questionnaire. An annotator took notes during the discussion, which was recorded with written consent of the participants. Data analysis is in progress.

Preliminary findings from the focus groups (42 total participants) held in the high-incidence regions of Bayamon and Caguas indicated that the two age groups were about evenly represented; about 60% were from urban areas. A little over half were Catholic, about one-sixth were Protestant, and the remaining had "other" or "no" religious affiliation. Fifty-six percent indicated education below the 12th grade; the others were evenly divided between a 12th-grade education and 4 years or more of college.

Qualitative findings of these focus groups in the regions of Bayamon and Caguas are available. In response to general questions:

- They liked the advertisements used in the campaign because they promoted HIV testing.
- They felt the ads should have appeared more frequently.
- They showed preference for the TV commercials and posters over the radio ads. Women thought they explained better the perinatal prevention message.
- They would have changed one of the posters by taking the baby off the street.
- The advertisement campaign told them that it is important to be tested for HIV and syphilis.

In the area of perceptions and opinions, participants:

- said that TV, radio and posters were adequate media to promote the syphilis and HIV perinatal prevention messages; and
- perceived sex, unprotected intercourse, and multiple sex partners as risk behaviors for HIV and syphilis.

In terms of knowledge, participants judged television as the most effective medium. Knowledge of HIV transmission was adequate but not adequate for syphilis transmission. We can conclude that a media campaign to promote the prevention of syphilis and HIV perinatal transmission is one of several strategies to achieve reduction in transmission rates.

Red Ribbon Question Mark HIV Testing Campaign (Developed for the Maryland AIDS Administration)

Jim Williams, Center for Communications, Johns Hopkins School of Public Health

Maryland has recorded more than 20,000 AIDS cases since October 1981 and more than 23,000 Marylanders are currently living with HIV or AIDS. The rate of new cases remains high. The city of Baltimore has been particularly hard hit, with 10,672 cumulative AIDS cases (7th among cities in the U.S.). As many as 18,000 Baltimore city residents may currently be infected with HIV.

Three zip code areas in the city have been identified as having a particularly high prevalence of HIV and AIDS. Thus a social marketing campaign could be targeted to areas where demographic characteristics of the infected population could be determined and where it would potentially have the greatest impact.

The primary objective of our social marketing campaign was to increase the incidence of HIV testing in the City of Baltimore by 10% over the 6-month period of the campaign (December 1999–May 2000). Our primary audiences were: a) current or soon-to-be-pregnant women ages 12-34 living in the city of Baltimore; and b) men (and women) ages 12-34 who engage in risky behaviors in our zip code-targeted area, especially IDUs and MSMs and their partners.

Our campaign strategies were to:

- generate general awareness and urgency among the primary audience for HIV testing through the mass media (posters on the transit system, radio, TV);
- unite other HIV testing communication programs with a common logo and urge to action;
- use direct mail and premium items to remind prenatal caregivers to encourage HIV testing; and
- support local testing sites' communication and outreach programs with individualized promotional materials (banners, balloons, flyers, etc.).

The key issue for our first target audience, pregnant women ages 12-34, was a lack of knowledge as to why HIV testing is important. Our key message was that perinatal transmissions can be significantly reduced with proper treatment. The key media were posters on the transit system, radio, TV, and brochures; collateral items included calendars, shopping bags, coupons, brochures, and bumper stickers.

The key issue for our second target audience, prenatal caregivers, was missed opportunities to suggest HIV testing. Our key message was: "Don't forget to discuss HIV testing with EVERY pregnant woman." Key media were direct mail and CME training sessions. Collateral items included lapel pins,

calendars, mouse pads, coffee mugs, post-it cube pads, and pens.

Negativity, fear, and skepticism about HIV testing were the key issues for our final intended audience, at-risk individuals (especially those in our targeted zip codes). Our key message was: “Be positive. End the anxiety. Find out about your status. You can live a long, healthy life with early detection and treatment.” Key media were posters on the transit system, radio, and TV. Collateral activities included individual testing site promotions, incentives, outreach activities, and so forth.

The campaign was launched on World AIDS Day, December 1, 1999 at a popular mall. The event was hosted by a local radio personality and included entertainment by a group well-known to the target audiences. Approximately 150-200 attended; this included service providers, administrators and staff.

Evaluation

To evaluate the campaign, we used HIV testing data, random telephone surveys of the general public, a mall intercept survey of potential clients, surveys of providers, monthly activity reports from the telephone hotline, and anecdotal evidence. Briefly, the impact of the campaign was substantial.

Awareness of the advertising associated with the campaign was estimated at 76% market-wide, 92% in our three targeted zip codes. Those expressing an intent to get tested increased 19 percentage points as result of the campaign, to 46% of those surveyed. Calls to the telephone referral hotline were up 1500% (62% of callers cited the campaign as the impetus for the call). Over 80% of providers felt the campaign was “causing people to think about testing for HIV.”

The campaign itself received several prestigious awards.

Various data sources indicate that HIV testing is actually up: an increase of 9.4% across multiple testing sites in the state (mostly in the city of Baltimore; an increase of 6.6% among residents living in the targeted zip code areas; and increases of 48% and 30%, respectively, at two health centers within these areas).

Discussion Summary

A question-and-answer session followed the presentations. Several key issues were raised, which are summarized below.

- Representatives from both campaigns emphasized the importance of involving the target audience through outreach efforts and gaining their input in order to devise an effective social marketing initiative.
- Social and political environments can have a significant effect on a social marketing campaign, as evidenced by the Puerto Rican experience. Due to radical transformations in the public health structure of Puerto Rico, alterations to campaign messages and target audiences were necessary to maintain campaign effectiveness.
- In order to effectively target their audiences, television and radio spots for both campaigns were aired during prime time. This seemed to require some real negotiating. Those who launch HIV social marketing campaigns may be forced to deal with union politics, as was the case for Maryland.
- To provoke high response rates from providers, the Maryland campaign conducted repeated mailings of provider surveys and included office staff in their target efforts through the provision of

promotional materials, such as mouse pads and calendars.

- The topic of campaign sharing was discussed. There are certain legalities involved around copyright issues, but the sharing of social marketing campaigns provides a cost-effective method to convey one's message. A campaign currently being launched in Georgia purchased the Baltimore ad that targets mothers for HIV testing. For questions regarding campaign sharing legalities and related issues, contact Dagmeris Richardson, Division Chief of Health Communications, Maryland State Health Department.
- The Puerto Rican, Maryland, and Georgia campaigns are using hotlines to measure campaign impact and to respond to public inquiries that are raised by the airing of television, print, and radio ads. In Maryland this proved to be an especially effective technique for measuring responses to radio ads (i.e., as measured by the amount of hotline calls received) immediately after the airings occurred.
- Two other HIV campaigns were brought up during discussion, that are currently being launched, or in the process of being launched, in Georgia and Massachusetts. The Georgia campaign actually purchased one of Baltimore's ads and is implementing altered versions. A previously existing hotline (Healthy Mothers, Healthy Babies hotline) is being utilized to address related responses and inquiries from those who are inspired by the ad and to measure the ad's effectiveness. In Massachusetts, a pre-campaign initiative was implemented from 1997-1999. This provided baseline measurements for the actual CDC-funded campaign which was launched in 1999.

After the question and answer session, Dr. Dominguez led the group in a review of important social marketing concepts and the development of a group consensus.

- The group decided upon the following definition for social marketing: "the application of commercial marketing techniques for social good." Stages of social marketing include market research, audience segmentation, the identification of consumer beliefs, and campaign monitoring and evaluation once the campaign has been initiated.
- The 5 P's are used to describe social marketing dynamics. They are: product, place, price (which includes non-monetary costs, such as embarrassment, inconvenience, or social stigma), people, and promotion. Dr. Williams includes "purpose" in his list of P's to emphasize the difference in primary purpose between social and commercial marketing campaigns.
- Social marketing references were provided: Phil Kotler's (1971) social marketing text and Alan R. Andreasen's *Marketing Social Change: Changing Behavior to Promote Health, Social Development, and the Environment* (1995). A useful website for social marketing references and information is located at <http://www.social-marketing.com/>
- Social marketing campaigns can be carried out through several channels, including television, radio, print advertisements, promotional giveaways or events, and the enlistment or voluntary support of an advocate who is in the public eye (e.g., the cardinal in Puerto Rico, radio DJ in Maryland).
- To conduct an effective social marketing campaign, the needs and/or responses of target audiences must be measured and addressed before, during, and after campaign implementation. Hotlines and focus groups are effective tools for achieving these goals.
 - When using hotlines in conjunction with a campaign, it is important to staff them with well-trained interviewers who may successfully respond to callers' questions and educational or support needs. Workshop group members agreed that it is appropriate to collect personal information via hotlines, including race/ethnicity, gender, age, and zip code information, to enable the effective targeting of one's audience.
 - Focus groups, when effectively conducted, provide qualitative information from one's target audience(s), which can help to tailor the campaign to suit audience characteristics. Focus groups should measure a campaign's ability to reach its intended audience, as well as the acceptability

of an ad among this audience (or among individuals who are representative of the target audience(s)). For Puerto Rico, focus groups were helpful in identifying an ad layout (i.e., the ad which depicted a child crawling amidst a busy roadway) that may have been offensive to the target audience, and hence ineffective, if it had been launched.